

Board of Municipal Utilities
Work Session Minutes
April 18, 2023
201 Miller Road
Avon Lake, Ohio

Call to Order – Roll Call

The Work Session was called to order at 6:00 PM.

Present: Mr. Abram, Mr. Dzwonczyk, Mr. Rickey, Mr. Rush, and Mrs. Schnabel.

Also present: CUE Munro, CUO Yuronich, Matt Brakey of Brakey Energy, Councilman Mark Spaetzel, Del Roig of LORCO, Attorney Coyne and Attorney Khawam of Mansour Gavin.

Brakey Energy

Matt Brakey, President of Brakey Energy provided an overview of the energy management program that Avon Lake Regional Water participates in with information on the services that they provide to staff.

Mr. Brakey provided information on what goes into the total cost of electrical service including distribution, transmission and generation. He explained how customers can choose between competitively sourcing their electric generation services or be served by the Standard Service Offering (SSO) and that typically the SSO is usually associated with unattractive rates and should generally be avoided. The energy market is in a unique state at the present time and current pricing has energy futures priced higher than the SSO and that many of ALRW's electrical accounts have defaulted back to the SSO. Two of the highest usage accounts have stayed on the Block and Index system. Mr. Brakey stated that starting June 1, 2023 the SSO rates were set to almost double. He proposed that all of ALRW accounts should reenroll with Engie prior to this increase taking effect.

Marketing/Public Relations Proposal.

Mr. Munro presented a proposal by The Social Gathering to provide marketing and public relations services to ALRW. He reminded the Board that ALRW previously had a part time Community Outreach Specialist that handled social media, press releases and other types of communications with the public. An example of The Social Gathering's video production and a sample promotional flyer was presented. Mr. Munro stated that there would be an initial six month contract with the option to renew for a year. Progress meetings will be held with staff to make sure this company is providing exactly what ALRW is looking for.

Mr. Dzwonczyk asked if staff would have approval over posts before they go out. Mr. Munro assured the Board that staff would have to approve for the time being. Mr. Dzwonczyk also referenced a "clipping service" where news articles relevant to our organization would be provided to ALRW staff in order to help us respond to current events. Mr. Munro stated that this was something The Social Gathering could assist with.

Adjourn

As there was no further business, Mr. Abram moved to adjourn, and Mr. Rush seconded. The work session adjourned at 6:44 PM.

Ayes (per voice vote): Abram, Dzwonczyk, Rickey, Rush, and Schnabel

Nays: None

Motion carried.

Approved May 2, 2023.

John Dzwonczyk, Chairman

Robert Munro, Clerk